

Dienger, Whitney

From: Jacobs, Sarah
Sent: Friday, November 02, 2012 3:44 PM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: WKRC MKGDS - URGENT WEEKEND

Importance: High

Chabot:

#68541

N/A 1x Fri 6-7am @\$325 & 1x Sat 8-10a @\$225. Total \$550
MKGD 1x Sunday 1135-1205a Bengals Nation @\$550 P2.

Mandel:

N/A 1x Sat 8-10a @\$425 #68842
MKGD 1x Monday Doctors @\$350 P2, 1x 430-5a Monday @\$75 P3

Mandel/Kennedy:

N/A 1x Mon 6pm @\$650 #67478
MKGD 1x Saturday ET weekend @\$650 P2

Cupp/Kennedy:

N/A 1x 530-6pm Monday @\$600 #67615
1x 6-7a TUES @\$600 P2

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

Dienger, Whitney

From: Jacobs, Sarah
Sent: Friday, November 02, 2012 3:49 PM
To: Dienger, Whitney
Subject: FW: WKRC MKGDS - URGENT WEEKEND

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, November 02, 2012 3:49 PM
To: Jacobs, Sarah
Subject: RE: WKRC MKGDS - URGENT WEEKEND

OK

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
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11/2/2012

ORDER

Orders	Order / Rev:	67478
	Alt Order #:	
	Product Desc:	Senate / Ohio Supreme Court
	Estimate:	3010
	Flight Dates:	10/23/12 - 11/06/12
	Original Date / Rev:	11/02/12 / 11/02/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Cash
Broadcast
EOM/EOC
15%

Advertiser	Josh Mandel Sharon Kennedy
Demographic:	HH
Product Codes:	State Elections,US Congress
Priority:	P-3
Revenue Codes:	AGY, POL-CAND, GEN

00:10:00

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	10	\$6,050.00	\$5,142.50	October 2012	10	\$6,050.00	\$5,142.50	0.00
10/29/12	11/06/12	22	\$14,025.00	\$11,921.25	November 2012	22	\$14,025.00	\$11,921.25	0.00
					Totals	32	\$20,075.00	\$17,063.75	0.00

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$20,075.00
Market	100%	\$50,187.50

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$30,112.50
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKRC	10/23/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111---	:30	5	\$325.00	P-3	0.00	NM	11	\$3,575.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--211--	4	\$325.00	0.00								
		Week: 10/29/12	11/04/12	11111--	5	\$325.00	0.00								
		Week: 11/05/12	11/11/12	11-----	2	\$325.00	0.00								
2	WKRC	10/27/12	11/03/12	6a-8a Local 12 News Sat	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00
				6a-8a Local 12 News Sat		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----1-	1	\$150.00	0.00								
		Week: 10/29/12	11/04/12	-----1-	1	\$150.00	0.00								

